

## Message Text

UNCLASSIFIED

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72 (43)

ACTION COME-00

INFO OCT-01 NEA-10 ISO-00 EB-07 /018 W

----- 098920

R 191145Z MAY 75

FM AMEMBASSY JIDDA

TO SECSTATE WASHDC 1272

UNCLAS JIDDA 3542

C O R R E C T E D C O P Y -- MRN 3542 VICE 1272 --

E.O. 11652: N/A

TAGS: BGEN, SA

SUBJECT: WTDR AND ADS BACKLOG

1. APPRECIATE COMMERCE COOPERATION. EMBASSY SHARES COMMERCE DISTASTE FOR THE IDEA OF A MORATORIUM, AND SUGGESTED IT ONLY AS A POSSIBLE ALTERNATIVE IN EXTREMUM.
2. ATTEMPTING TO OBTAIN COST ESTIMATES FOR CONTRACTING SERVICES. SUCH ACTION MIGHT PROVE EVEN MORE USEFUL FOR ADS THAN FOR WTDR WORK, AS PROBLEMS OF OBJECTIVITY NOT AS GREAT.
3. WITH REGARD TO ADS'S PRELIMINARY GUIDELINES AS TO BEST AND LEAST MARKET POTENTIAL AS FOLLOWS:  
LEAST POTENTIAL: INDUSTRIAL EQUIPMENT AND HIGH TECHNOLOGY GADGETRY WHICH PRE-SUPPOSES A DEVELOPED INDIGENOUS REPEAT INDIGENOUS INDUSTRY AND TECHNOLOGY. WHILE THERE MAY BE IN MANY CASES ACTUAL AND GROWING REQUIREMENTS FOR SUCH ITEMS, THESE ARE MOST FREQUENTLY IN THE CONTEXT OF TURN-KEY AND/OR OPERATIONS AND MAINTENANCE CONTRACTS, OR JOINT VENTURES, WITH FOREIGN FIRMS WHOSE PROCUREMENT IS PRIMARILY THRU HOME OFFICE CHANNELS, SOME EXAMPLES AT RANDOM ARE OSCILLOSCOPES, PROCESS-CONTROL EQUIPMENT, POLLUTION-CONTROL DEVICES, ETC.

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GOOD POTENTIAL: CONSUMER PRODUCTS IN GENERAL INCLUDING

ESPECIALLY HOME FURNISHINGS AND AUDIO-VISUAL (IF  
COMPETITIVE WITH JAPANESE); CONSTRUCTION EQUIPMENT  
AND MATERIALS; HOSPITAL SUPPLIES.

IN GENERAL THE GREATEST POTENTIAL IS NOT NOT FOR MANU-  
FACTURES AS SUCH AS MUCH AS FOR "SERVICES," I.E.  
CONTRACTING, CONSULTANCY, PROJECT MANAGEMENT, FOOD-  
FRANCHISING, ETC., AND IT IS SUCCESS IN THESE AREAS  
WHICH LEADS TO SUCCESS IN PRODUCT EXPORTS. FINE  
GEOGRAPHIC DISTINCTIONS CAN ALSO BE VITAL -- E.G. AN  
ADS REQUEST FOR A PRODUCT RELATED TO THE OIL INDUSTRY  
MIGHT DRAW A BLANK IN JIDDA BUT GO OVER VERY WELL IN  
DHAHRAN. ALSO, MARKET PSYCHOLOGY CAN BE VERY IMPORTANT.  
A PERCEIVED INCIPIENT SAG REQUIREMENT MAY SUDDENLY  
TRANSFORM A PREVIOUSLY IGNORED PRODUCT (OR SERVICE)  
INTO A VERY HOT ITEM; FAILURE OF EXPECTED DEVELOPMENTS  
MAY CAUSE AN ABRUPT DROP IN INTEREST.  
SUCH CONSIDERATIONS MAKE IT DANGEROUS TO GENERALIZE  
ABOUT BEST AND POOREST POTENTIAL. WHEN IN DOUBT,  
WE URGE COMMERCE TO FORWARD REQUESTS AND LET US  
MAKE DETERMINATIONS ON THE SPOT.  
AKINS

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 19 MAY 1975  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1975JIDDA03542  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
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**Locator:** TEXT ON-LINE, ON MICROFILM  
**Office:** ACTION COME  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 2  
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**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** n/a  
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**Subject:** WTDR AND ADS BACKLOG  
**TAGS:** BGEN, SA  
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